

ITQ: 2021-006

Videography Services



North Bay Village

April 2021

Summary

North Bay Village is a three-island community located at the heart of Biscayne Bay in Miami-Dade County, FL. We have had great success building an audience with written content and mixed-use of flyers, photos, and videos. North Bay Village now desires to connect with our community even more with the use of videography services for various upcoming PSA campaigns for North Bay Village. We have a history of releasing small PSAs to the community as a response to COVID-19 and to highlight Small Businesses and projects related to North Bay Village.

North Bay Village seeks the assistance of a qualified agency to assist with the planning and video production for our PSAs. The videography services we request will consist of a series of 15 PSA videos that are released to our social media and TV channel, each anywhere between 30 seconds to 3 minutes.

Company Information - Audience

Our main audiences are on social media using the following platforms: Twitter, Facebook, Instagram, and LinkedIn. We have a fully functioning website as well as a small presence on YouTube.

Proposal Request

We invite qualified vendors to participate to submit proposals. Proposals must be received by the specific date defined below.

Timetable and Milestones

DATE **MILESTONE**

4/09/21	Invitation for Proposals Released to Vendors
4/14/21	Proposals Submission Deadline
4/15/21	A Vendor Is Selected and Notified

Vendor Responses

Please, provide responses to the following:

Vendor Company Overview

Provide a brief overview of your company.

Vendor Capabilities and Relevant Experience

List the capabilities your company can bring for videography services. Discuss your company's experience with similar projects and similar agencies. Please provide information on turn-around time after shooting a PSA or small-business interview video.

Video Production

Please, define the process you would follow to produce the necessary video content. What advantages and risks are inherent in your process?

Subcontracting

Please indicate if you will be subcontracting to other companies.

Pricing and Costs

Based on the content and activities you propose for North Bay Village's PSA series, please provide pricing for 15 PSA videos, not to exceed 1-2 min each. Each project will be slightly different, but we have used the following features in the past:

- B-Roll
- Interviews
- Drone footage
- Time-lapse footage
- Animation
- Graphics
- Shooting on location
- Narration
- Post-Production

Relevant Case Studies and Examples

If possible, please, provide links to any examples of your work that are relevant to our scope or that highlight your company's capabilities.

Submission Contact Information

Please, submit your proposal, in compliance with the timeline provided above, to North Bay Village via Demandstar. If you have additional questions, please do not hesitate to use our contact information below.

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